

PATENT

MS131753.03/MSFTP222USB

CERTIFICATE OF FACSIMILE TRANSMISSION

I hereby certify that this correspondence (along with any paper referred to as being attached or enclosed) is being faxed to 703-872-9306 on the date shown below to Mail Stop Amendment, Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450.

Date: 5-6-05
Christina M. Padamonsky**RECEIVED**
CENTRAL FAX CENTER**MAY 06 2005****IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re patent application of:

Applicant(s): David E. Heckerman, *et al.*

Examiner: Wilbert L. Starks

Serial No: 09/430,767

Art Unit: 2121

Filing Date: October 29, 1999

Title: CLUSTER-BASED AND RULE BASED APPROACH FOR AUTOMATED WEB-BASED TARGETED ADVERTISING WITH QUOTAS

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

REPLY TO OFFICE ACTION DATED FEBRUARY 8, 2005

Dear Sir:

Favorable reconsideration of the above-identified patent application is respectfully requested in view of the amendments and comments below.